ORDER



Orders Order / Rev: 37792 Alt Order #: 08890455 Product Desc: ISSUE Estimate: 1323 KLAS Flight Dates: 10/30/12 - 11/05/12 Primary AE: Mike Jones Original Date / Rev: 10/29/12 / 10/29/12 Sales Office: K-WAS Order Type: GENERAL Sales Region: National Name: Cross Roads Media Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Billing Cycle: EOM/EOC Alexandria, VA 22314 15% Agency Commission: American Crossroads Advertiser Name: Demographic: A35+ New Business Thru: 09/12/10 Product Codes: PO4 Order Separation: 00:10:00

Bill Plan

Tota	ale .

Advertiser External ID:

Agency External ID:

D / 1011				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	35	\$117,750.00	\$100,087.50

LV1

AGY, POL, ISS

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	35	\$117,750.00	\$100,087.50	0.00
Totals	35	\$117,750.00	\$100,087.50	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$117,750.00
Market	100%	\$392,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$98,125.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$19,625.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Spot	s Rate Pri	Rtg Type Spots	Amount
E 1	8	10/30/12	10/30/12	8 News Now 5a M 8 News Now 5a M		5-6a	-Т	:30	1 \$1,000.00LV1	0.00 NM 1	\$1,000.00
	8 NEWS	AT 5A									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				
	leek: 10/2	29/12	11/04/12	-T	1	\$1,000.00	0.00				
E 2	8	10/31/12	10/31/12	8 News Now 5a M 8 News Now 5a M	-	5-6a	W	:30	1 \$3,000.00LV1	0.00 NM 1	\$3,000.00

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Order / Rev:

3779**2**

Advertiser:

American Crossroads

Alt Order #:

08890455

Product Desc:

ISSUE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

1323

_ KLAS

Ln Ch Start End 8 NEWS AT 5A	Inventory Code Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00					
	8 News Now 5a M-F CM 8 News Now 5a M-F	5-6a	T- 	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
CBS THIS MORNING Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12	8 News Now 5-7a M-F CM	\$3,000.00 5-7a	0.00 F	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
E 4 8 11/02/12 11/02/12 CBS THIS MORNING	8 News Now 5-7a M-F	0-7 a		.30	1 33,000.00201	U.UU INIVI	'	\$0,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12		\$3,000.00	0.00	-00		0.00.101		60 000 00
	8 News Now 5a M-F CM 8 News Now 5a M-F	5-6a	M	:30	1 \$3,000.00LV1	0.00 NIVI	1	\$3,000.00
CBS THIS MORNING Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 11/05/12 11/11/12		\$3,000.00	0.00					
E 6 8 10/30/12 10/30/12	•	9-10a	-T	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
LIVE! WITH KELLY	Live w/Kelly							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12		\$2,000.00	0.00					
E 7 8 11/01/12 11/01/12	Live w/Kelly CM Live w/Kelly	9-10a	T	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
LIVE! WITH KELLY	Live witteny					ĺ		
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
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E 8 8 10/31/12 10/31/12	Live w/Kelly CM Live w/Kelly	9-10a	W- -	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
LIVEI WITH KELLY Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/29/12 11/04/12		\$2,000.00	0.00					
E 9 8 10/31/12 10/31/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	W	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
8 NEWS NOW AT NOON	Mankdown Conta Minak	Poto	Rating					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$2,000.00	0.00					
	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	M	:30	1 \$5,000.00LV1	0.00 NM	1	\$5,000.00
8 NEWS NOW AT 11PM								
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week	<u>Rate</u> \$5,000.00	Rating 0.00			1		
E 15 8 11/05/12 11/05/12		1237a-137a	M	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
	Craig Ferguson	(12:37 XM-1:	37 XM)			1		
LATE LATE SHOW	Weekdays Spots/Week	Poto	Rating			1		
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12		Rate \$1,200.00	0.00					
E 17 8 10/30/12 10/30/12	137-237a M-F Elec Plyg@M	137-207a	-T	:30	1 \$250.00LV1	0.00 NM	1	\$250.00
NATE BERKUS	Electric Playground	(1:37 XM-2:3	7 XM)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12	-T 1	\$250.00	0.00					
	137-237a M-F Elec Plyg@M Electric Playground	137-207a (1:37 XM-2:3	W - 57 XM)	:30	1 \$250.00LV1	0.00 NM	1	\$250.00
NATE BERKUS	Minoledous Chair AM-1	Data	Dating					
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$250.00	Rating 0.00					
	137-237a M-F Elec Plyg@M	137-207a	T'	:30	1 \$250.00 LV1	0.00 NM	1	\$250.00
NATE BERKUS	Electric Playground	(1:37 XM-2:3	7 XM)					
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KLAS

Order / Rev:

Flight Dates:

37792

Advertiser:

American Crossroads

Alt Order #: 088

08890455 10/30/12 - 11/05/12 Product Desc:

ISSUE

1323

Estimate:

E18	Ln C	Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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Start Date	NI.	ATE BERKIIS		Electric Playgrour	nd	(1:37 XM-2:37	7 XM)						
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NATE BERKUS Start Date Englosity 11/04/12 11/	Wee				1								
Marie Figure Fi	E 20	8 11/02/	12 11/02/12	137-237a M-F Ele	c Plyg@M	137 - 207a	F	:30	1	\$250.00 LV1	0.00 NM	1	\$250.00
Sizr Call End Date Weekdows SpotsWeek Rate Rating		ATE DEDIKA		Electric Playgrour	nd	(1:37 XM-2:37	7 XM)						
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E21 8 1105/12 1105/12 1105/12 137/237 & M-FEIse FlygGM 137/207s M 30 1 \$250.00LV1 0.00 NM 1 \$250.00	Wee				<u> 3pots/vveek</u>								
NATE BERKUS Start Date End Date Week 49x3 Spots/Week Rate Rating Week 10799172 11714172 Start Date Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/	_			137-237a M-F Ele	c Plya@M			:30	1	\$250.00LV1	0.00 NM	1	5250.00
Sign Date End Date Week Horse 1925 00 0.00 0.00							7 XM)						
Meek: 10951/2 11741712 M 1 \$250.00 0.00	N/	ATE BERKUS											
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NCIS: LOS ANGELES Start Date End Date Weekdays Spots/Week Rate 10/2012 11/04/12 1					<u>.</u>			120	10	40 000 001 1/1	0.00 NM	4	\$40,000,00
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SILVING NOW AT SPM-SAT Start Date End Date Weekdays Spots/Week Rate Rating 0.00	E 24	8 11/03/	12 11/03/12		5-7p CM		_	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
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Section Sect							•						
8 NEWS NOW AT 11PM Start Date Week: 10/29/12 11/04/12 11/04/12 8 News Now Sun 11p CM 11-1135P5 :30 1 \$2,500.00 LV1 0.00 NM 1 \$2,500.00 8 NEWS NOW AT 11PM Start Date Week: 10/29/12 11/04/12 11/04/12 Start 135p-1235a Priv PriM 1135p-1235a5 :30 1 \$500.00 LV1 0.00 NM 1 \$500.00 E 3 8 11/03/12 11/03/12 11/03/12 5 Sat 1135p-1235a Priv PriM 1135p-1235a5 :30 1 \$500.00 LV1 0.00 NM 1 \$500.00 THE UNIT Start Date Week: 10/29/12 11/04/12 Start 135p 1235a DeVinci l6M 12.35a-1.35a DeVinci l6M 12.35a-1.35a NM								.00		CD FOO OOL V4	0.00 NM		E2 E00 00
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8 NEWS NOW AT 11PM Start Date Week: 10/29/12 11/04/12	E 29	8 11/04/	12 11/04/12			11-1135P	S	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
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Print Date: 10/29/12 16:47:53 Page 4 of 4

KLAS

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37792

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08890455

Product Desc:

ISSUE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

1323

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ln Ch Start End Inventory Code Break Amount 8 News Now Sun AM #1 8 News Now Sun AM #1 8 NEWS NOW SUNDAY MORNING-#1 Rating Start Date End Date Weekdays Spots/Week Rate 11/04/12 ----5 1 \$1,500.00 0.00 Week: 10/29/12 11/04/12 11/04/12 CBS News Sunday Morr@M CBS Sunday Morni----5 :30 1 S4.000.00LV1 0.00 NM \$4,000.00 CBS News Sunday Morning **CBS NEWS SUNDAY MORNING** Spots/Week Start Date End Date Weekdays Rate Rating ----S 1 \$4,000.00 0.00 Week: 10/29/12 11/04/12 1 \$2,500.00LV1 0.00 NM \$2,500.00 8 11/04/12 11/04/12 8 News Now Sun AM #2CM 8 News Now Sun A----5 :30 8 News Now Sun AM #2 8 NEWS NOW SUNDAY MORNING-#2 Weekdays Spots/Week Rating Start Date End Date Rate ----5 1 \$2,500.00 0.00 Week: 10/29/12 11/04/12 430-530p, 630-7p -----S :30 1 \$3,000,00LV1 0.00 NM \$3,000.00 8 11/04/12 11/04/12 8 News Now Sun 5-7p CM E 36 8 News Now Sun (5:00 PM-5:30 PM) 8 NEWS NOW AT 5PM-SUN Rating Start Date End Date Spots/Week Weekdays Rate 11/04/12 ----5 1 \$3,000.00 0.00 Week: 10/29/12 11/04/12 11/04/12 Politics Now S Sebelius CM Various ----5 :30 1 \$3,000.00LV1 0.00 NM \$3,000.00 Politics Now S Sebelius INSIDE EDITION Start Date End Date Weekdays Spots/Week Rate Rating ----5 1 \$3,000.00 Week: 10/29/12 11/04/12 0.00 \$3,000.00 11/04/12 11/04/12 8 News Now Sun 5-7p CM :30 1 \$3,000.00LV1 0.00 NM 430-530p, 630-7p -----5 8 News Now Sun (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SUN Rating Start Date End Date Weekdays Spots/Week Rate ----5 0.00 Week: 10/29/12 11/04/12 1 \$3,000.00 \$500.00LV1 0.00 NM \$500.00 11/04/12 11/04/12 Game Time/UNLV CM 1135p-1205a ----5 :30 8 Game Time/UNLV TIM MCCARVER SHOW Spots/Week Rating Start Date End Date Weekdays Rate ----S \$500.00 0.00 Week: 10/29/12 11/04/12 ----5 E 40 8 11/04/12 11/04/12 Su 1205-105a House CM 1205-105a :30 \$500.00LV1 0.00 NM 1 \$500.00 House (12:05 XM-1:05 XM) HOUSE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----5 \$500.00 0.00 1 \$9,400.00 LV1 0.00 NM \$9,400.00 11/03/12 11/03/12 NCAA Football CM NCAA College Foo----5-:30 N41 NCAA College Football Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----5-1 \$9,400.00 0.00 Totals \$117,750.00